

PRIOR ART FLG. 1

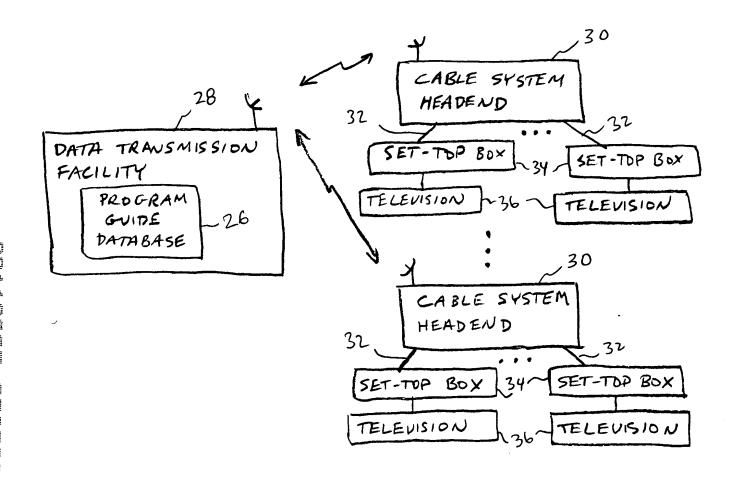
VIDEO ADVERTISEMENT

REGIONAL ADVERTISING TEXT

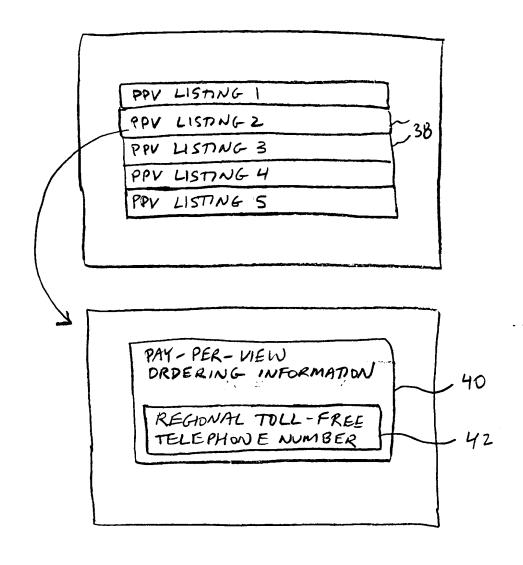
SCROLLING LIST OF PROGRAM LISTINGS

PRIOR ART

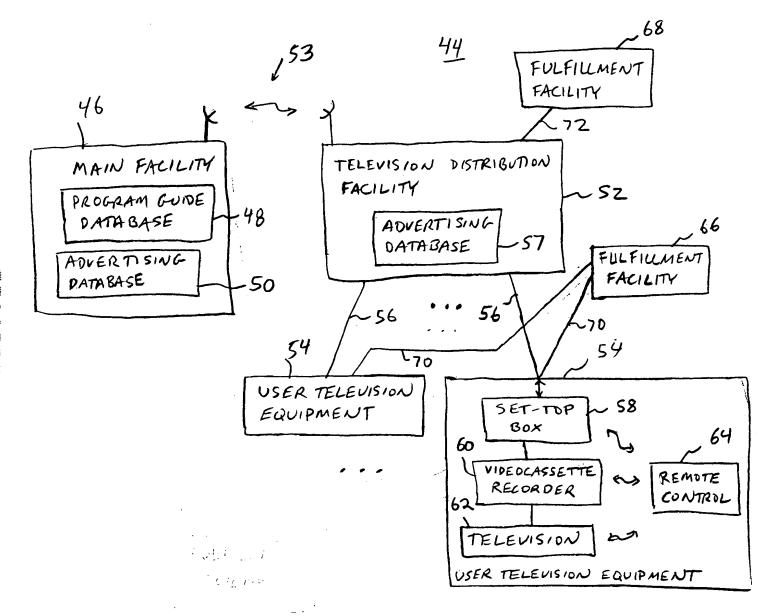
F16,2



PRIOR ART FIG. 3



PRIOR ART FIG. 4



F16.5

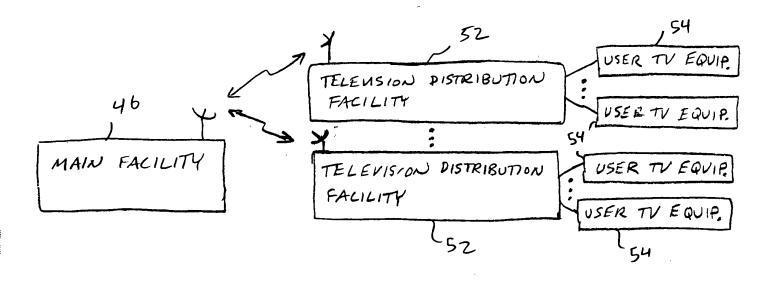
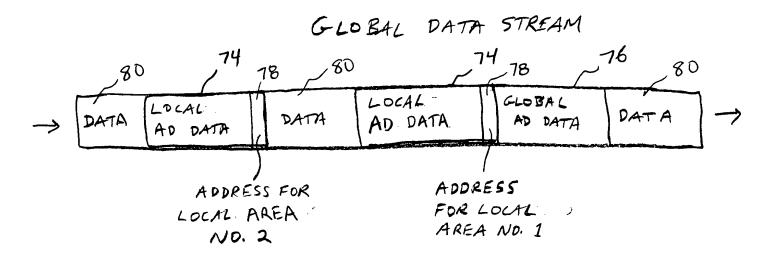
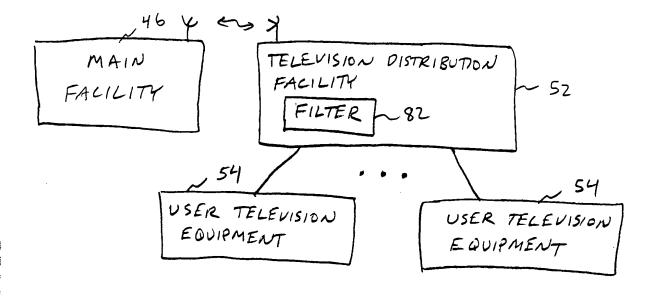


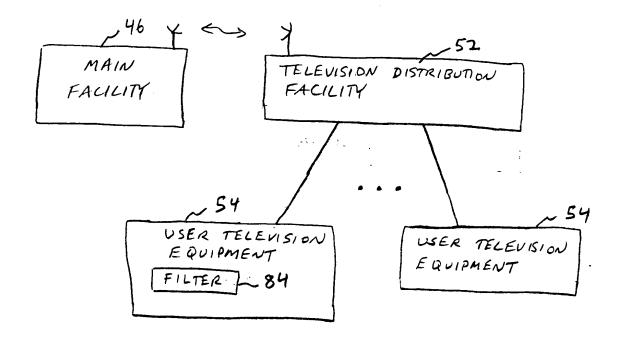
FIG. 6



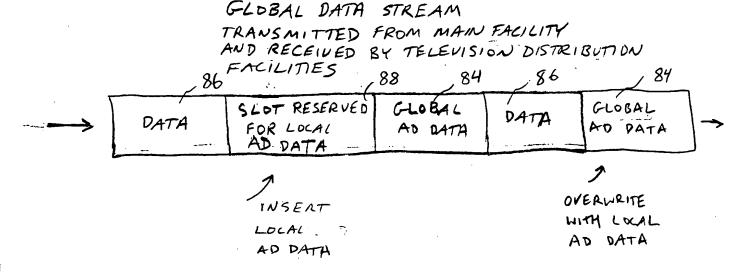
F16.7

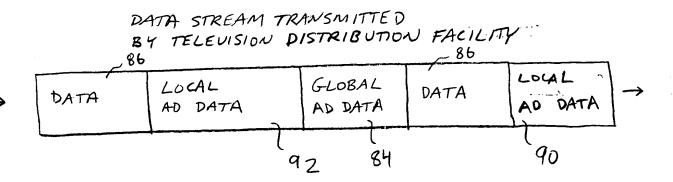


F16. 8



F16.9





F16. 10

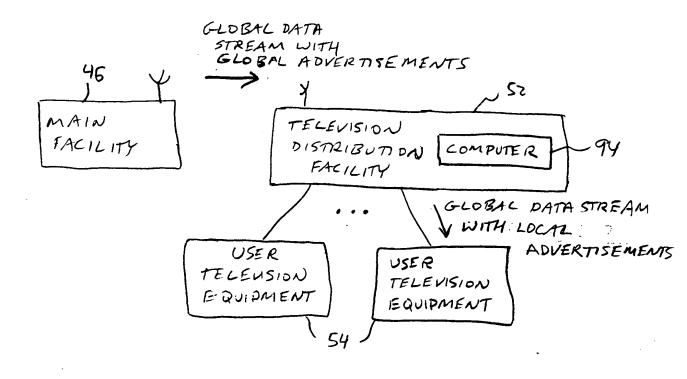
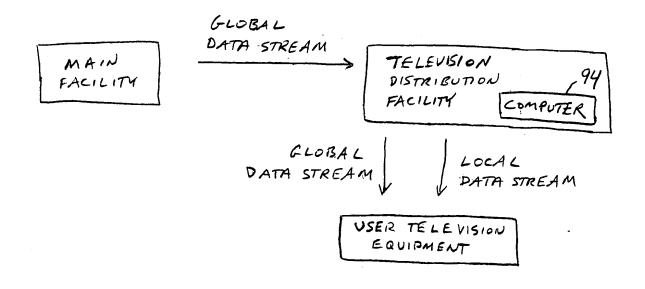


FIG. 11



F16. 12

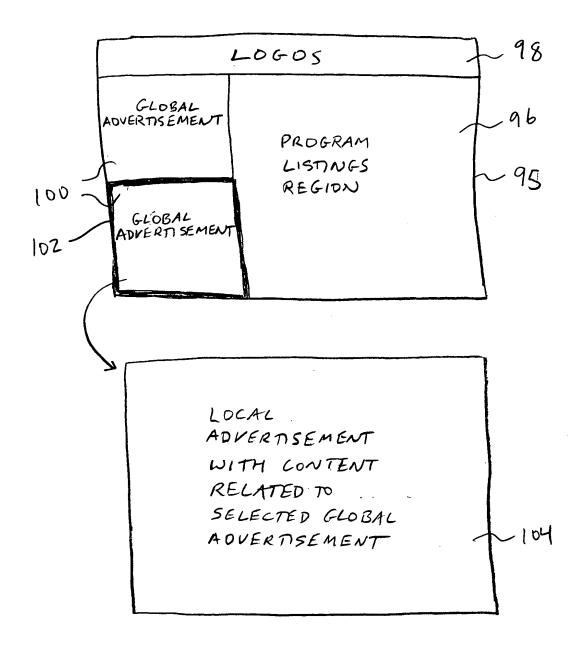


FIG. 13.

DISPLAY GLOBAL ADVERTISEMENT

(E.G., A NATIONAL ADVERTISEMENT) 106

IN: THE PROGRAM GUIDE

PROVIDE USER WITH OPPORTUNITY TO 108
SELECT THE GLOBAL ADVERTISEMENT

USER SELECTS ADVERTISEMENT

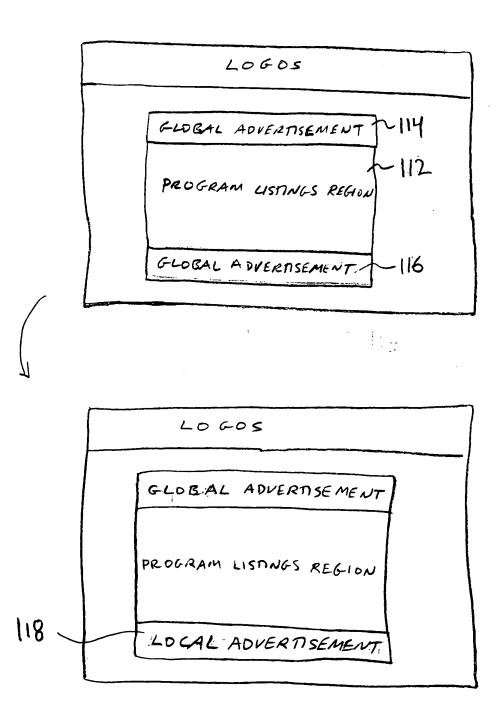
DISPLAY CORRESPONDING

LOCAL ADVERTISEMENT VIII

(1.E., A NON-CLOBAL

ADVERTISEMENT)

F16.14



F16. 15

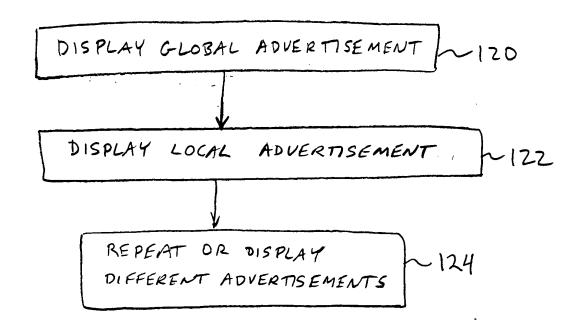


FIG. 16

~126

DISPLAY LOCAL ADVERTISEMENT
FOR WHICH THERE IS NO
CORRESPONDING GLOBAL
ADVERTISEMENT

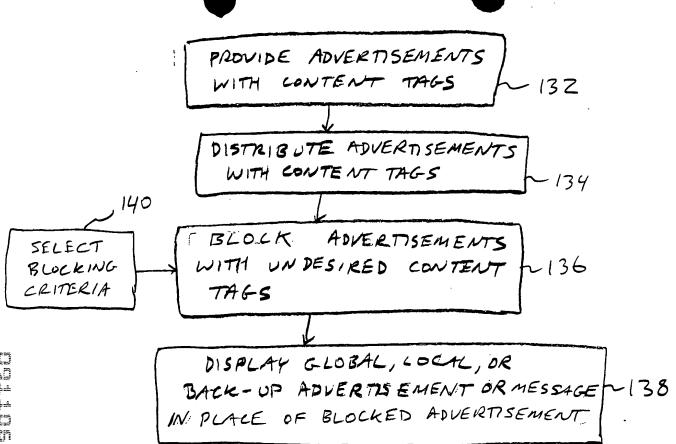
FOR WHICH THERE IS A CORRESPONDING 128 LOCAL ADVERTISEMENT

USER SELECTS ADVERTISEMENT

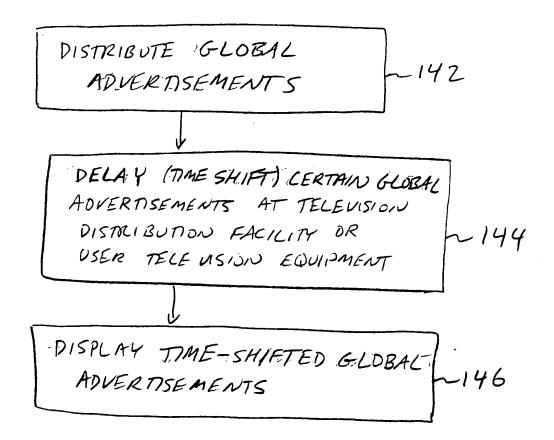
DISPLAY LUCAL ADVERTISEMENT CORRESPONDING TO SELECTED GLOBAL ADVERTISEMENT

130

FIG. 17



F16.18



F16. 19

PROVIDE ADVERTISEMENTS WITH
ADVERTISEMENT USAGE INFORMATION — 148

ENFORCE ADVERTISEMENT USAGE
POLICY AT TELEVISION DISTRIBUTION

FACILITY BASED ON ADVERTISEMENT — 150

USAGE INFORMATION

F16.20

PROVIDE ADVERTISEMENTS WITH USAGE POLICY FLAGS AT 152 MAIN FACILITY DISTRIBUTE ADVERTISEMENTS WITH , USAGE POLICY FLAGS TO TELEVISION DISTRIBUTION FACILITIES DISTRIBUTE AND DISPLAY ADVERTISEMENTS 156 IN ACCORDANCE WITH POLICY FLAGS

F16. 21

DISTRIBUTE ADVERTISEMENT
USAGE POLICY MESSAGES TO
TELEVISION DISTRIBUTION - 158
FACILITIES

DISTRIBUTE AND DISPLAY
ADVERTISEMENTS IN
ACCORDANCE WITH POLICY ~ 160
MESSAGE

FIG. 22